

# CONSOLIDATED MEDIA REPORT

## B2B Media

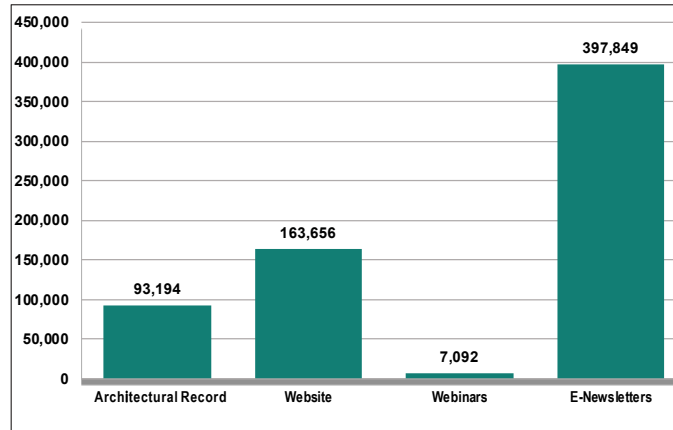
6 months ended June 30, 2019

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# ARCHITECTURAL RECORD

## TOTAL GROSS CONTACTS

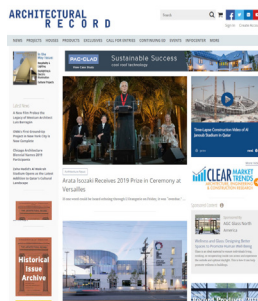
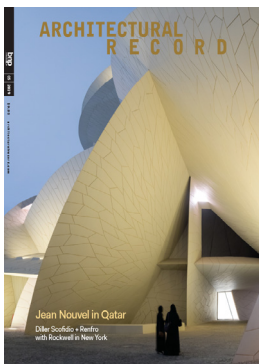
661,791



## EXECUTIVE SUMMARY

Channels	Contacts	Period
<b>Architectural Record</b>		6 months ended June 30, 2019
Total Qualified Circulation	93,194	
<b>Website Activity</b>		6 months ended June 30, 2019
Page Impressions	656,182	
Visits	246,468	
Unique Browsers	163,656	
<b>Webinars</b>		6 months ended June 30, 2019
Webinar Registrants	14,422	
Webinar Attendees	7,092	
<b>E-Newsletters</b>		6 months ended June 30, 2019
Total Average Net Distribution Per Issue	397,849	
<b>Social Media</b>		As of June 30, 2019
Facebook Likes	624,554	
Twitter Followers	623,924	

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.

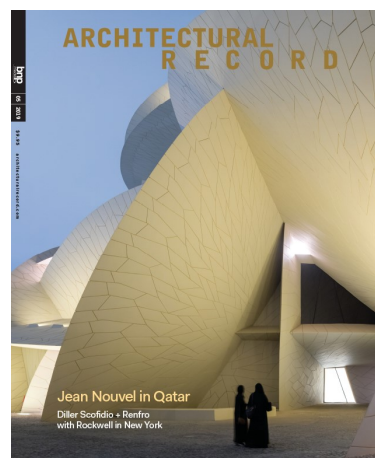


6 months ended June 30, 2019

Subject to Audit

### Field Served:

ARCHITECTURAL RECORD serves the architectural and engineering markets in the building industry and other businesses and industries as reported in the Business/Occupational Analysis.



## TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION 93,194

AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Paid Individual - Print	34,149	Qualified Nonpaid Individual - Print	47,696
Qualified Paid Individual - Digital	2,246	Qualified Nonpaid Individual - Digital	908
Qualified Paid Individual - Print & Digital (Unduplicated)	4,823	<b>Total Qualified Nonpaid Individual</b>	<b>48,604</b>
<b>Total Qualified Paid Individual</b>	<b>41,218</b>	<b>Total Average Qualified Nonpaid Circulation</b>	<b>48,604</b>
Qualified Paid Sponsored Individually Addressed - Print	2,208		
Qualified Paid Sponsored Individually Addressed - Digital	2		
Qualified Paid Sponsored Individually Addressed - Print & Digital (Unduplicated)	5		
<b>Total Qualified Paid Sponsored Individually Addressed</b>	<b>2,215</b>		
Qualified Paid Multicopy Same Addressee - Print	276		
<b>Total Qualified Paid Multicopy Same Addressee</b>	<b>276</b>		
Single Copy Sales - Print	881		
<b>Total Single Copy Sales</b>	<b>881</b>		
<b>Total Average Qualified Paid Circulation</b>	<b>44,590</b>		

## AVERAGE NONQUALIFIED CIRCULATION

Nonqualified Allocated for Shows & Conventions - Print	1,979
<b>Total Nonqualified Allocated for Shows &amp; Conventions</b>	<b>1,979</b>
Nonqualified Miscellaneous, Including Staff Copies - Print	3,036
Nonqualified Miscellaneous, Including Staff Copies - Digital	421
Nonqualified Miscellaneous, Including Staff Copies - Print & Digital (Unduplicated)	1,715
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>	<b>5,172</b>
<b>Total Average Nonqualified Circulation</b>	<b>7,151</b>

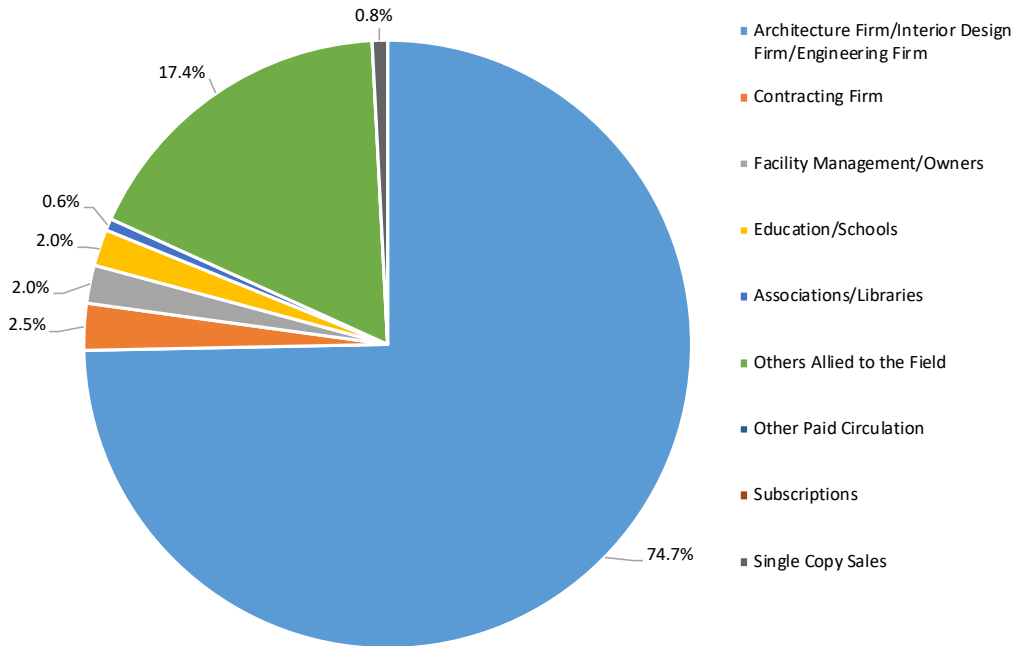
## CIRCULATION BY ISSUES

Issue	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total
Jan	37,427	2,167	4,624	44,218	48,811			48,811	93,029
Feb	37,991	2,179	4,662	44,832	48,251			48,251	93,083
Mar	38,044	2,260	4,847	45,151	47,701			47,701	92,852
Apr	37,856	2,249	4,916	45,021	48,124			48,124	93,145
May	37,065	2,317	4,951	44,333	49,547		1	49,548	93,881
Jun	36,697	2,315	4,969	43,981	43,744	5,446		49,190	93,171

**BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry	Total	%	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Architects	Design/ Drafts-person/ Technical Staff	Instructor/ Student	Other Members of the Design Team
Architecture Firm/Interior Design Firm/Engineering Firm	70,114	74.7	17,192	1,524	3,140	21,856	48,257	1		48,258	63,148	4,178	231	2,557
Contracting Firm	2,330	2.5	1,070	79	239	1,388	942			942	1,697	366	17	250
Facility Management/Owners	1,902	2.0	1,268	110	313	1,691	211			211	1,288	208	19	387
Education/Schools	1,825	2.0	1,330	154	295	1,779	46			46	513	78	681	553
Associations/Libraries	590	0.6	536	13	27	576	14			14	175	21	21	373
Others Allied to the Field	16,354	17.4	14,903	437	937	16,277	77			77	4,274	464	210	11,406
Other Paid Circulation														
Subscriptions														
Single Copy Sales	766	0.8	766			766								
<b>Total Qualified Circulation</b>	<b>93,881</b>	<b>100.0</b>	<b>37,065</b>	<b>2,317</b>	<b>4,951</b>	<b>44,333</b>	<b>49,547</b>	<b>1</b>		<b>49,548</b>	<b>71,095</b>	<b>5,315</b>	<b>1,179</b>	<b>15,526</b>

Classification by Business & Industry



AGE OF SOURCE ANALYSIS				Qualified Within				
Source	Print	Digital	Print & Digital (Unduplicated)	1 Year	2 Years	3 Years	Total	Percent
<b>Total Direct Request From Recipient</b>	<b>19,742</b>	<b>1</b>		<b>12,939</b>	<b>6,804</b>		<b>19,743</b>	<b>39.9</b>
Written	5,201	1		4,667	535		5,202	10.5
Telecommunication	7,225			4,226	2,999		7,225	14.6
Internet and Email	7,316			4,046	3,270		7,316	14.8
<b>Total Direct Request From Recipient's Company</b>								
Written								
Telecommunication								
Internet and Email								
<b>Total Communication Other Than Request</b>								
Written								
Telecommunication								
Internet and Email								
Association								
Business Directories	28,005			26,412	1,593		28,005	56.5
Lists								
Acquired Circulation								
Other Sources	1,800			897	903		1,800	3.6
<b>Total Qualified Subscriptions</b>	<b>49,547</b>	<b>1</b>		<b>40,248</b>	<b>9,300</b>		<b>49,548</b>	<b>100.0</b>
<b>Percent</b>	<b>100.0</b>	<b>0.0</b>		<b>81.2</b>	<b>18.8</b>		<b>100.0</b>	
Paid Subscription Circulation							43,567	
Paid Acquired Circulation								
Single Copy Sales							766	
<b>Total Qualified Circulation</b>							<b>93,881</b>	

**GEOGRAPHIC ANALYSIS**

State	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total
Alabama	303	8	20	331	508			508	839
Arizona	634	36	70	740	951			951	1,691
Arkansas	155	6	9	170	316			316	486
California	6,543	346	878	7,767	6,926			6,926	14,693
Colorado	879	34	115	1,028	1,277			1,277	2,305
Connecticut	547	25	73	645	834			834	1,479
Delaware	60	3	1	64	89			89	153
District of Columbia	301	13	79	393	492			492	885
Florida	1,920	95	214	2,229	2,908	1		2,909	5,138
Georgia	722	32	95	849	1,324			1,324	2,173
Idaho	159	28	34	221	236			236	457
Illinois	1,611	71	225	1,907	2,417			2,417	4,324
Indiana	392	16	39	447	603			603	1,050
Iowa	192	8	13	213	322			322	535
Kansas	233	10	28	271	402			402	673
Kentucky	214	6	26	246	355			355	601
Louisiana	291	17	28	336	537			537	873
Maine	150	6	11	167	215			215	382
Maryland	655	47	100	802	932			932	1,734
Massachusetts	1,331	65	208	1,604	1,752			1,752	3,356
Michigan	585	20	87	692	1,171			1,171	1,863
Minnesota	554	29	47	630	1,012			1,012	1,642
Mississippi	82	4	11	97	203			203	300
Missouri	497	21	60	578	909			909	1,487
Montana	116	6	10	132	210			210	342
Nebraska	141	6	17	164	315			315	479
Nevada	228	12	32	272	307			307	579
New Hampshire	127	4	9	140	191			191	331
New Jersey	1,120	48	116	1,284	1,414			1,414	2,698
New Mexico	228	15	15	258	315			315	573
New York	3,548	211	615	4,374	4,346			4,346	8,720
North Carolina	628	30	64	722	1,130			1,130	1,852
North Dakota	35	2	5	42	111			111	153
Ohio	887	45	72	1,004	1,632			1,632	2,636
Oklahoma	211	9	18	238	365			365	603
Oregon	631	21	79	731	976			976	1,707
Pennsylvania	1,273	52	149	1,474	1,849			1,849	3,323
Rhode Island	133	3	9	145	173			173	318
South Carolina	265	15	36	316	546			546	862
South Dakota	49		5	54	110			110	164
Tennessee	385	22	36	443	720			720	1,163
Texas	1,991	103	267	2,361	3,346			3,346	5,707
Utah	277	9	35	321	401			401	722
Vermont	132	6	10	148	179			179	327
Virginia	787	50	118	955	1,278			1,278	2,233
Washington	1,101	64	148	1,313	1,503			1,503	2,816
West Virginia	31	2	5	38	89			89	127
Wisconsin	535	16	55	606	759			759	1,365
Wyoming	42	1	7	50	62			62	112
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>33,911</b>	<b>1,698</b>	<b>4,403</b>	<b>40,012</b>	<b>49,018</b>	<b>1</b>		<b>49,019</b>	<b>89,031</b>
Alaska	66	5	8	79	123			123	202
Hawaii	261	15	26	302	323			323	625
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>327</b>	<b>20</b>	<b>34</b>	<b>381</b>	<b>446</b>			<b>446</b>	<b>827</b>
Single Copy Sales	766			766					766
U.S. Unclassified					67			67	67
<b>TOTAL UNITED STATES</b>	<b>35,004</b>	<b>1,718</b>	<b>4,437</b>	<b>41,159</b>	<b>49,531</b>	<b>1</b>		<b>49,532</b>	<b>90,691</b>
Poss. & Other Areas	135	8	12	155					155
<b>U.S. &amp; POSS., etc.</b>	<b>35,139</b>	<b>1,726</b>	<b>4,449</b>	<b>41,314</b>	<b>49,531</b>	<b>1</b>		<b>49,532</b>	<b>90,846</b>
Canada	603	141	212	956	6			6	962
International	1,318	449	283	2,050	7			7	2,057
Military or Civilian Personnel Overseas	5	1	7	13	3			3	16
<b>Total International</b>	<b>1,926</b>	<b>591</b>	<b>502</b>	<b>3,019</b>	<b>16</b>			<b>16</b>	<b>3,035</b>
E-mail Address Only									
Other Unclassified									
<b>GRAND TOTAL</b>	<b>37,065</b>	<b>2,317</b>	<b>4,951</b>	<b>44,333</b>	<b>49,547</b>	<b>1</b>		<b>49,548</b>	<b>93,881</b>

**CHANNEL PROFILES****WEBSITE ACTIVITY - www.architecturalrecord.com; continuineducation.bnpmmedia.com**

Month	Page Impressions	Visits	Unique Browsers
January	689,218	248,294	161,229
February	574,208	227,869	155,190
March	607,483	243,962	166,979
April	704,951	274,308	178,085
May	652,571	241,049	157,333
June	708,659	243,328	163,117

**Webinars**

Webinar Name	Date	Total Registrants	Total Attendees
Noise: Actionable Insights for Increasing Acoustic Comfort	1/22/2019	1,598	827
Glass Selection for Unique Spaces	2/21/2019	1,159	553
The Rise of Temporary and Pop-Up Architecture	2/27/2019	1,420	695
The State of the AEC Project Lifecycle	4/9/2019	583	234
Merging Architecture and Landscape Designs	4/16/2019	1,363	682
Then & Now: Innovations in Fire-Rated Glass & Framing	5/21/2019	1,619	777
Custom Homes: Address Design Challenges & Constraints	5/28/2019	1,420	789
Multifamily Housing Design: Three Approaches for Growing Cities	6/11/2019	1,728	868
Wood Structures: An Impressive Renewable Resource	6/12/2019	1,335	693
Sustainable Building Design: Improving the Global Footprint	6/20/2019	1,395	624
How to Provide New Service Offerings by Working with Consultants	6/26/2019	802	350
<b>Total</b>		<b>14,422</b>	<b>7,092</b>

E-NEWSLETTERS			
Newsletter	Reporting Period	# of Issues	Average Net Distribution Per Issue
Architectural Record: Weekly Webinsider	6 months end June 30, 2019	26	69,532
Architectural Record: Daily Webinsider	6 months end June 30, 2019	126	60,529
Continuing Education Center Update	6 months end June 30, 2019	26	60,584
Most Active Market: Healthcare	6 months end June 30, 2019	1	54,153
Most Active Market: Hospitality	6 months end June 30, 2019	2	40,897
Most Active Market: Multifamily Residential	6 months end June 30, 2019	1	46,945
Most Active Market: Schools	6 months end June 30, 2019	2	65,209

Social Media	
Channel	Total as of June 30, 2019
Facebook Likes	624,554
Twitter Followers	623,924

## NOTES

Price Data	Basic Prices
Basic Price Subscriptions	U.S., 1 yr. \$72.00. Canada, 1 yr. \$129.00. International, 1 yr. \$199.00
Single Copy	\$10.00
Sponsored Individually Addressed - Print	1 yr. \$20.00 to \$35.00
Sponsored Individually Addressed - Digital	\$10.00
Sponsored Individually Addressed - Print & Digital (Unduplicated)	\$35.00

**Definition of Recipient Qualification:**

Qualified recipients include architects, design/draftsperson/technical staff, instructor/student and other members of the design team as reported in the Business/Occupational Analysis.

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Paid Multicopy Same Addressee - Print:** Represent copies sold in quantities of 2 or more to business concerns receiving the print version of this publication at 1 yr. \$19.00 to \$297.00. Copies were mailed in bulk to the purchaser for redistribution.

**Business Directories:** Represent copies served to subscribers obtained from InfoGroup and Dun & Bradstreet.

**Other Sources:** Represent copies served to subscribers obtained from the BNP Media Database.

**Analyzed Issue:** The information in Business/Occupational Analysis, Age of Source Analysis and Geographic Analysis is from an analysis of the May 2019 issue.

**Age of Source Projection:** The figures used are based on percentages established for the November 2018 issue and projected against the totals for the May 2019 issue.

**Total Gross Contacts Include:** Qualified Paid and Nonpaid Circulation, Unique Browsers, E-newsletter Average Net Distribution Per Issue and Webinar Attendees.

**Website Data Source:** AAM Site Certifier

**Website Domains:** Domains included in website traffic: www.architecturalrecord.com, continuingeducation.bnpmmedia.com

**Unique Browsers:** This site uses the cookie-based measurement method to count unique browsers. If cookies are not accepted, then the IP address & user-agent in combination method is used to measure unique browsers.

**Page Impressions:** The combination of one or more files presented to a browser as a single document as a result of a single request received by the server, recorded as late as possible in the process of delivery of the content to the user's browser. One request by a browser should result in one page impression reported.

**Visits:** A series of interactions with a site by a unique browser or user (if registration-based or a panel participant) without 30 minutes of inactivity.

**E-Newsletters Data Source:** AAM Digital Audit

**E-Newsletters Net Distribution:** The newsletters from a given mailing that reached the subscriber's email delivery server with a positive status code, net of any internal or test addresses. Calculated by subtracting undelivered messages from sent messages.

**Social Media:** Social media is comprised of likes, followers, subscribers and members who may not be actively engaged with the brand. These metrics do not equal an individual person.

**Webinar:** Total webinar attendees represents individuals that attended the live webinar. AAM used vendor reports to validate attendance for each webinar. Webinar attendees were counted as one individual although there may have been multiple individuals viewing the webinar under one sign in. Attendees are included in the registrant totals. Architectural Record hosted webinars on the topics listed in this report. The webinars were presented live and then made available on-demand.

**Cross Media Miscellaneous:** E-Newsletter Total Average Net Distribution Per Issue calculation: Total Average Net Distribution Per Issue shown in the Executive Summary represents the sum of all e-newsletters reported during this period.

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We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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**Format:** Standard

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Parent Company: BNP Media

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